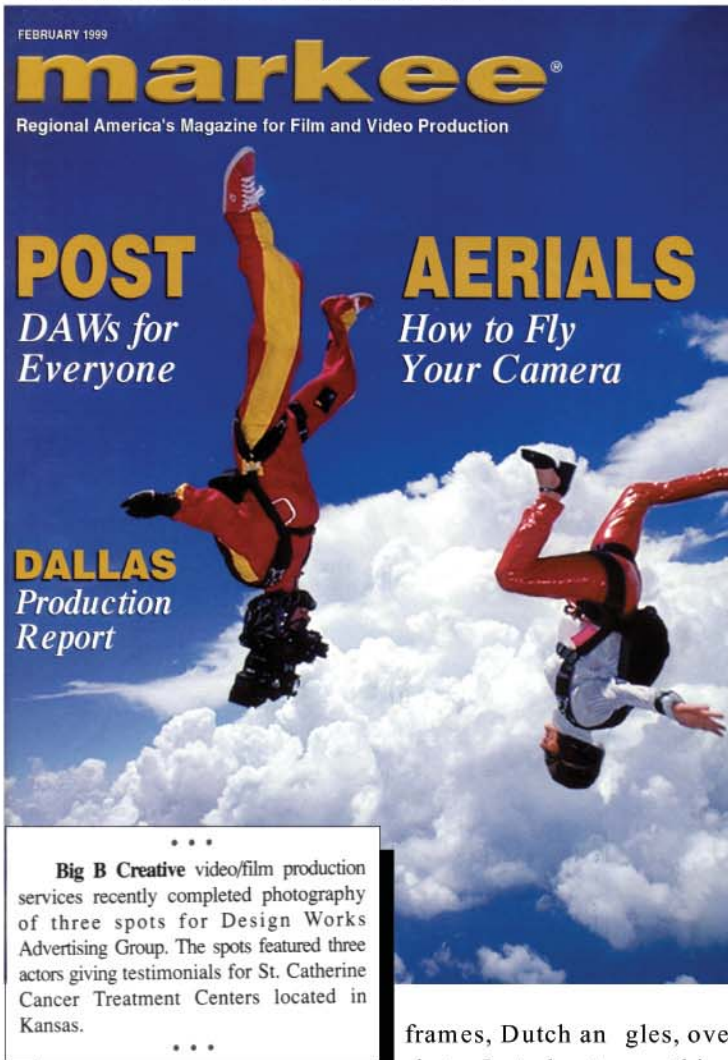


BIG B CREATIVE

VIDEO/FILM PRODUCTION SERVICES

THIS PROJECT WAS HIGHLIGHTED IN MARKEE MAGAZINE

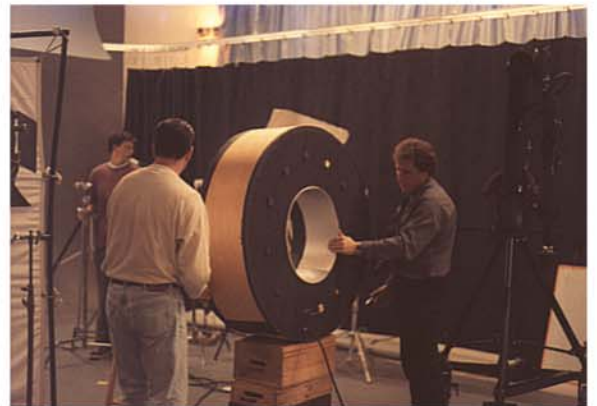


Dallas-Big B Creative Video/Film Production Services recently completed photography of three spots featuring three actors giving testimonials for St. Catherine Cancer Treatment Centers located in Kansas. "There are so many 'testimonial' spots out there," states Director/DP Christopher Bigbie, "that I was hoping to give them a different look to distinguish these from the others".



The first decision was to shoot them as black and white. "The dialogue was pretty heavy, dealing with a bleak future and a hopeless outlook upon being diagnosed with cancer", Christopher says. "We also decided to shoot all three with the same structure. That is, each one begins with nice, soft lighting. Then when the verbiage turns to how these peoples' lives are thrown into a chaotic state of uncertainty and fear, the spot becomes nightmarish. Plenty of harsh lighting, flash frames, Dutch angles, overexposures, stroboscopic pans and extreme out of focus shots. Just about everything we could do to trash the image and make it unpleasant",

laughs the Cameraman. "Then, when we hear the testimonial explain how the doctors and hospital dashed their fears and gave them hope, we return to the pleasant lighting again." This approach was utilized on all three spots using a custom built 1200watt light ring. The camera shoots through an open center of a giant doughnut with a dozen 100 watt bulbs mounted in a circle. A doughnut shaped piece of diffusion is placed over the bulbs to create a 'solid piece of light'. "Similar devices are often used on music videos and fashion or make up spots. The result is amazing. It creates a beautiful soft light that makes just about anyone look great. As an added bonus, the light itself is reflected in the eyes of the talent and creates a unique eye light. Everyone who sees the spots always comment on the eyes, which we felt was important for those parts of the spots." Also photographed for the campaign were montages relevant to the



theme. On one of the spots, the character relates how little time it takes to have an preventive exam when compared to how much time it takes to grieve over a loved one who has been claimed by this terrible disease. So for that part we shot a 'time montage' with extreme close ups of many clock faces, numbers and second hands with hard shafts of light moving across the time piece faces and edited in with the nightmare segments." The final result was an effective campaign for the client with each spot sharing a common aesthetic but each with its own unique theme.